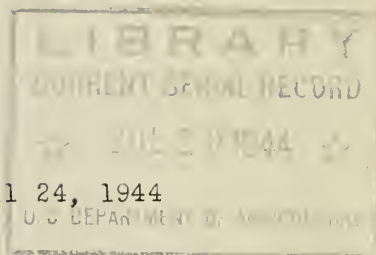


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WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
425 Wilson Building
Dallas 1, Texas



April 24, 1944

CIVILIAN FOOD REQUIREMENTS DIVISION MEMORANDUM NO. C-3

Food Supply Report and Narrative Summary

The form now being used in reporting the movement of rationed and unrationed scarce foods each month has been submitted in modified form to the Bureau of the Budget for approval. The Bureau of the Budget has approved our use of the modified form and copies are enclosed. Our original report form was not submitted to the Bureau of the Budget for approval, and therefore we were not permitted to distribute the form directly to committee members. This made it necessary for the area supervisors to complete the forms themselves, merely obtaining verbal reports from committee members. Now the new report form may be submitted directly to food advisory committee members and this will relieve the area supervisor of much of the work formerly required.

Reports on the adequacy of food supplies should do more than reflect the individual opinions of committee members. Before the monthly meeting, each committee member should have contacted several distributors in the same type of business as himself to receive their analysis of the food supply situation. Each month, a day or two before the committee meeting, members should contact several sources outside the committee and complete a form for each of the contacts. In this manner when the individual member comes to the meeting he will bring with him his own report, as well as the reports that he has obtained from outside sources. The purpose of the meeting then will be to adjust the differences noted so that the area supervisor himself can prepare a single report for the committee as a whole. In small areas it may be that all wholesalers are already being contacted each month. However, the above procedure should be followed in the large distributive centers. It will be the function of the area supervisor to see that committee members are furnished with sufficient copies of the report form to carry out this procedure.

You will note that on the attached form there are only four columns on "adequacy of supplies." These four columns are a combination of the four columns on wholesale stocks and the three on retail movement which appear on the old form. It should be emphasized that this consolidation does not in any manner change our objectives in obtaining these reports on food supplies. It was felt that the experience up to the present time showed that it was unnecessary to have two separate groups of columns to obtain the information we need. There is no change in this need and the reports will be used for exactly the same purposes, namely, to guide our recommendations regarding point value changes and to furnish information on food shortages.

The definitions of the new report form column headings given on the bottom of the report form are intended to emphasize that the report should take into consideration adequacy of all supplies in the area, as well as retail movement.

Thus supplies are adequate if the retailer and the wholesaler are able to get replacements at a rate commensurate with current sales. However, if supplies are accumulating in the area or if it is possible to obtain greater supplies from manufacturers or processors than are needed to maintain the current rate of sales, then supplies should be regarded as surplus. We have had some situations where wholesalers have been completely out of stocks, but where retailers have been so adequately supplied that a "no stock" report from wholesalers would be misleading. In such a situation where the approach of a new pack year has cleaned out available stocks in wholesalers' hands, it is probable that the report should be "adequate," provided it appears that wholesalers will be able to obtain replacements when the new pack is delivered. An item would be regarded as in scarce supply when stocks in the area are being depleted and wholesalers and retailers are able to obtain insufficient supplies to meet the current rate of retail sales. Since we have found that the rates of movement (a) from wholesalers to retailers, and (b) from retailers to consumers are in most cases similar, we feel that the merging of the two sets of columns will greatly simplify the problem of collecting the data without sacrificing their usefulness. The composite picture thus obtained will continue to indicate the needed ration point value changes and will also furnish the information needed in working with food shortage problems. We suggest that a copy of this memorandum be furnished to local advisory committees.

In addition to preparing the report on supplies, each area supervisor should continue to prepare a brief narrative summary of the food situation in his area, based not only on the completed forms received from committee members, but also on his own contacts and experiences. The food supply report and the narrative summary should be prepared in quadruplicate, one copy of each to be retained by the area supervisor, and send additional copies to state supervisor. It is important to note that the area offices should not forward copies submitted by individual members, but only the composite food supply report for the Committee. If an area supervisor has more than one advisory committee under his jurisdiction, separate food supply reports should be submitted for each of the committees, while the narrative report can cover the entire area. The area supervisor should send 3 copies of the narrative summary together with 3 copies of the food supply reports to the state office. The state office will prepare a narrative summary of the food situation for the state, but no tabular report. This narrative report should not be merely a recapitulation of the area narrative reports, but also should bring out the highlights of current or anticipated distribution problems. The narrative report should be prepared in triplicate, two copies being sent to the regional office and one copy being retained in the state office. The two copies of the narrative report plus the two copies of area narrative and food supply reports should be sent to the regional office. The regional office will prepare a regional tabulation for each commodity showing the number of individual Committee reports listing each description of adequacy of supplies. This tabulation, along with appropriate comments and analyses will be sent to the Washington office. In order for these reports to be of maximum use they must reach the Regional Office by the 11th of each month.

In areas where there are no food advisory committees, the area supervisor should contact a representative sample of wholesalers and retailers in order to obtain the necessary information and fill out a report form for the area as a whole.

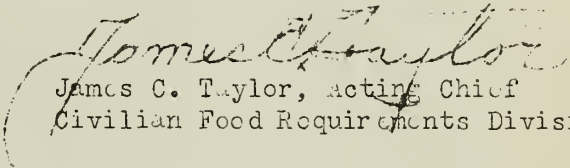
3 - Food Supply Report and Narrative Summary

At the discretion of the area supervisor, it is permissible to distribute copies of the new report form to wholesalers and retailers even though they are not formally represented on committees.

The food supplies reports should cover the first week of the new ration period or some part thereof. We still receive a few area reports dated prior to the new ration period - sometimes for the full month preceding this new period. It also seems to be a frequent practice to date the survey from the first of the ration period and often precedes it. In order to be of most value in determining the need for point value changes for the following month, the reports should reflect the attitude of the trade under the point value schedule in effect during the current month.

We hope very much that this new procedure can be put into effect for the May survey of food movements. Thirty copies of the report form have been sent to each Area Supervisor and ten copies to State Supervisors. Additional report forms will be provided by the Regional Office; therefore, Area Supervisors should notify state supervisors who in turn will advise Regional Office of the number of copies of the report form that they will need for their state monthly.

This procedure supersedes that set out in our memorandum "Report Procedure Overall Food Conditions", dated December 18, 1943. The attached reporting form should be used in place of the one that accompanied the December 18 Memorandum.


James C. Taylor, Acting Chief
Civilian Food Requirements Division

Enclosure

